ABSTRACT

A method is disclosed for constructing and managing a database to permit an organization of employee or customers renters to analyze vehicle transaction information. The method comprises the steps of inputting to the database a plurality of files. Each file defines a vehicle rental transaction and includes a parameter indicative of the vehicle rental location in terms of a plurality of geographical divisions of different granularity and a parameter indicative of an attribute of its vehicle rental transaction. The organization is permitted to select the granularity of the geographic division and to identify the vehicle rental transactions originating from the geographic division of selected granularity. The parameter is collected from all of the identified vehicle rental transactions to provide an indication of the collected parameter from all of the rental locations within the geographic divisions of the selected granularity. The geographic divisions include selected of street addresses, cities, states, provinces, countries and combinations of countries. The second parameter may comprise selected of expenditures involved in the rental transaction, the method of payment, the duration of the rental, the date of the rental and the affiliated organization of the renter.